

WSA 2001 Proposed Project Plan

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| Project Name: | Fading Study | #1140 |
| Objective: | Determine if nicotine/tar ratio of conventional products can be modified to reduce constituent exposure. | |
| Deliverable(s): | Study results | |
| Need Addressed: | (e.g., item from plan guidance document, etc.) Determine if changes can be made to the normal nicotine to tar ratio in cigarettes which would result in a product with reduced constituent exposures. | |
| Plan Area (select one): | Understanding S&H <input type="checkbox"/> Communication <input type="checkbox"/> Acceptance <input type="checkbox"/> Harm Reduction <input checked="" type="checkbox"/> | |
| Disease (select one): | Cancer <input type="checkbox"/> CVD <input type="checkbox"/> COPD <input type="checkbox"/> Repro <input type="checkbox"/> All X <input type="checkbox"/> Other <input type="checkbox"/> (specify) _____ | |
| Project Leader: | Frank Gullotta | |

| Tactics and Milestones: | Target Date: |
|---|--------------|
| I. Plan study Discussions with Harm Reduction Group Determine: <ul style="list-style-type: none"> • how to produce appropriate denicotinized tobaccos: 1) fixed tar/varied nicotine; 2) varied tar/fixed nicotine • how to construct appropriate model cigarettes: 1 and 2 • number of subjects needed for the study • number of cigarettes required • how long to keep each subject at a given level • number of measurements per level • selection of appropriate biomarkers • constituent exposures in conjunction with Human Studies Group If the plan is feasible and products can be made, then we proceed to the next phase. | May 1 |
| II. Generation of the tobaccos and appropriate models of cigarettes | September 1 |
| III. Determine: <ul style="list-style-type: none"> • smoke constituents • sensory attributes • exposure study plan with Human Studies Group If successful, proceed to the next phase (continued to 2002). | December 31 |

| CRITICAL RESOURCE ALLOCATION | |
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| Internal Resources (WSA, INBIFO) | External Resources (other PMUSA, external vendors) |
| Frank Gullotta (25%) Smoking Behavior Working Group (5% per individual: ATR, BD, KT, MR, RAC) INBIFO Human Studies Group (RAW; 2%) Harm Reduction Group (GP; 2%) | Leaf Department Supercritical Extraction Cigarette construction Product Evaluation Division "CRO" |